



WHITE PAPER



# SEARCHCENTER

Campaign Synchronization Tool

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Version 3.0





# 1 What is the SearchCenter Synchronization Tool?

The SearchCenter synchronization tool is designed to make managing paid search campaigns easier by allowing SearchCenter users to make campaign changes or modifications in the native search engine interface. The sync is designed for use with campaigns which have already been imported, or copied, into SearchCenter. Campaigns which have not been imported cannot be synchronized. The sync is a manual process which is not performed automatically.



**NOTE:** The synchronization tool DOES NOT pull in reporting information from the search engines. The sync is designed to only look for changes to campaign elements.

The purpose of the synchronization tool is to identify any differences between a search engine campaign as recorded in the search engine itself, and the same campaign as it exists in SearchCenter. These differences are usually the result of normal campaign maintenance (bid updates, text ad changes, etc.) being made in the native search engine interface.

To identify the changes, each user must select the campaign to be synced. The user may choose to sync on the ad group level if preferred. Once the campaign or ad group is selected, SearchCenter compares the search engine to the SearchCenter record of the same campaign or ad group. This is a manual process that is not done automatically.

With the search engine acting as the master record, any differences between the search engine and the record of that campaign or ad group in SearchCenter are identified. Once identified, SearchCenter automatically updates the SearchCenter record to be a perfect copy of the search engine record. The sync will pull in any changes made to the campaign or ad group, restricted only by what functionality is offered by each search engine API. The following is a partial list of changes that a sync will identify and update in SearchCenter.

- keyword additions
- text ad edits
- keyword deletions
- URL updates
- ad group changes
- budget changes
- bid changes

All changes which are pulled in through the synchronization process are subject to editorial review according to each search engine's policies. Changes are also subject to the same SearchCenter processes which occur during an import. For example, adding a new text ad to the search engine campaign and then syncing will result in SearchCenter adding the SearchCenter tracking code to the text ad destination URL.

A common symptom of campaigns which are out of sync is when there is a discrepancy between the number of clicks and impressions reported by the search engine as compared to the clicks and impressions reported by SearchCenter. In order for the SearchCenter reports to be accurate, an exact copy of the search engine campaign must be kept up to date in SearchCenter. The synchronization tool is designed to help keep the campaigns up to date, though the sync is not done automatically. Each user must sync the campaigns or ad groups as changes are made outside of SearchCenter to keep the campaigns up to date in the SearchCenter records.

## 1.1 When should the synchronization tool be used?

The synchronization tool should be used anytime a search engine user has made changes within the native search engine interface. A best practice is to sync each campaign regularly to ensure the campaigns are kept up to date within SearchCenter. The frequency with which campaigns are synced will be different for each client, though a general practice of syncing at least once per month will produce the best results.

## **1.2 When should the synchronization tool not be used?**

The synchronization tool is designed to only pull in changes made to campaigns which have not previously been recorded in SearchCenter. If campaign changes are being made through SearchCenter, there is no need to sync the campaign as the campaign changes are already in the SearchCenter records.

While syncing campaigns regularly will help keep the data accurate, there is no need to sync a campaign if no changes have been made since the last sync.

## **1.3 Supported Engines**

The SearchCenter synchronization tool is only supported by the following search engine API's.

- Google
- Yahoo
- MSN
- Ask.com
- LookSmart

Other search engines will be added as the functionality becomes available through each search engine's API.

## **1.4 When can I check my campaign to see if a sync had a positive effect?**

Once a sync has been performed, it is important to check the next full day's worth of correct data. For example, if a campaign is synced at 9 a.m. Monday, the data will only be corrected from 9 a.m. moving forward. Thus, looking at Monday's data (which will be pulled into SearchCenter during Tuesday's data retrieval) in SearchCenter will still show a discrepancy – the data before 9 a.m. is still incorrect.

The best practice is to look at the data for the day after the sync. In the example above, syncing Monday would mean Tuesday is the first day where the data will be correct for the full 24 hours. Tuesday's data will be pulled down in Wednesday's data retrieval, meaning that even though the sync was performed on Monday, the earliest day when Tuesday's correct data can be seen is Wednesday. Please note that this only applies if no further changes are made outside of SearchCenter without a subsequent sync.

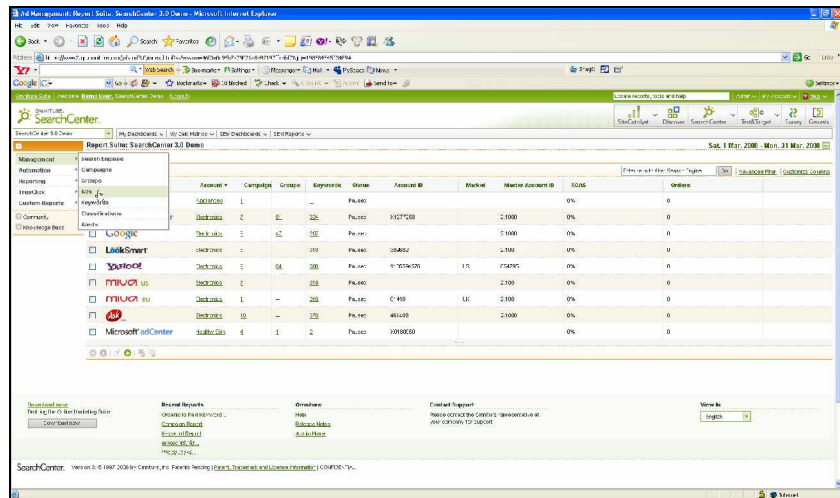
## 1.5 Performing a Synchronization

Follow the steps outlined below to perform a synchronization.

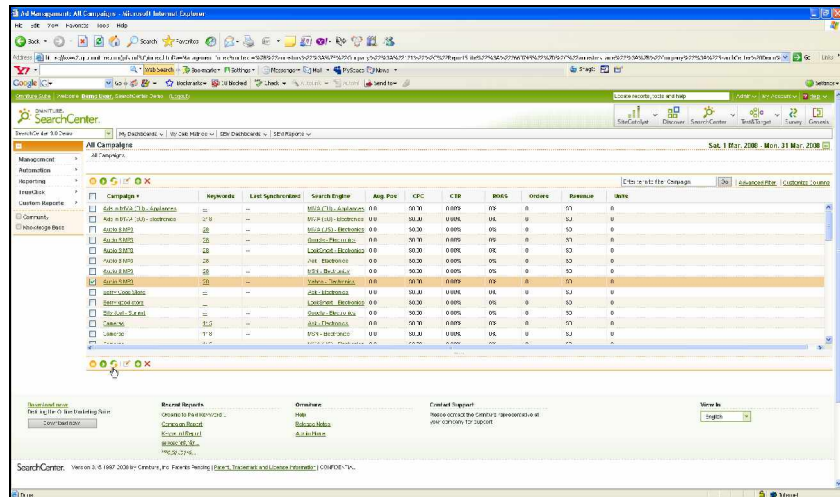
Table 1-A: Performing a Synchronization

**Step**

1. Log in to SearchCenter.
2. In the left navigation bar, click **Management**.
3. Click down to the campaigns or ad groups you want to sync.



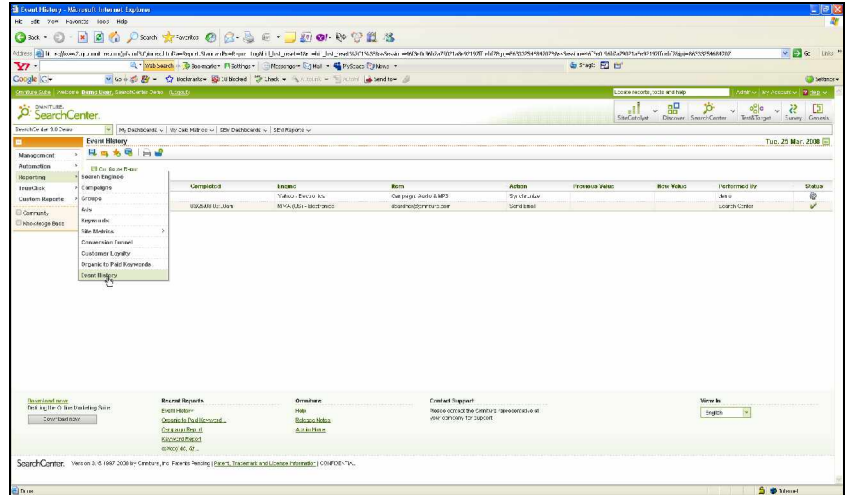
4. Select the campaigns or ad groups you would like to sync by checking the box next to it.
5. Click **Sync**.



**Step**

The progress of the sync can be monitored in the SearchCenter Event History.

To access the event history, click **Reporting > Event History**.





CALL 1.877.722.7088  
1.801.722.0139

[www.omniture.com](http://www.omniture.com)  
[info@omniture.com](mailto:info@omniture.com)

550 East Timpanogos Circle  
Orem, Utah 84097

